

EXHIBIT A

FORM OF SIGN-UP AGREEMENT

BASIC IS GREAT IN 1998

[It was the **MERIT** Star of the Game and now it's the **BASIC** Star of the Game, but it is still the same money-making tournament for your bowling center this fall.]

[Please return this card by August 24, 1998 to ensure timely receipt of **BASIC** point of sale materials. *League qualifying starts September 21, 1998*]

☐ Yes, I would like to participate in the 1998 Basic Bowling Program. Please send all tournament information to the following address:

Center: _____

Member #: _____

UPS Shipping Address: _____

City, State, ZIP: _____

Telephone: () _____

☐ ~~BASIC promotional and point of sale materials are intended for adult smokers. In consideration of receiving BASIC point of sale and promotional materials, I agree to abide by all restrictions and instructions concerning the placement of such point of sale and promotional materials. Yes, I will use all counter cards, brochures and posters provided to me in connection with the Program in accordance with the instructions made known to me by the Bowling Proprietors' Association of America, International Merchandising Corporation **IMC** or Philip Morris Incorporated which are intended to achieve placement and distribution to reach the intended audience. I further agree that all promotional materials, other than posters, counter cards, ashtrays and brochures, will only be placed in the bar area of my center.~~

☐ Yes, my center has a bar area.

☐ Yes, my center will sell **BASIC** cigarettes in our bar area.